

PHILIP MORRIS U.S.A.

INTEROFFICE CORRESPONDENCE
120 PARK AVENUE, NEW YORK, N.Y. 10017

DATE: November 11, 1987

TO: Susan Reich

FROM: Pat Wilson *PMW*

SUBJECT: Chicago Smoker Friendly Restaurant Program

I was finally able to track down the person that would be responsible for working with the restaurants on a program like ours. Mr. Peter Good is the Director of Education for the Illinois Restaurant Association. I talked with Mr. Good about our program. He told me he was interested, but that I would need to send an outline/synopsis of the program to him in writing for him to present to his president. I told him that we would like to meet with him and his members to discuss the project. Again, he said that he would like to see something in writing before pursuing anything. Since I'm not sure how much information is for release to the public, can you send me something that I can present to Mr. Good and then I'll follow up. I have not worked with Mr. Good before, so I want to make sure that he doesn't lose interest. I hope you don't mind me continuing to take the lead on this, but I view this program as an opportunity for me to get to know the Association a little better than I do now. As I mentioned to you previously, this group has had some internal problems which have made it difficult to deal with them in the past. This is the chance I've been looking for.

Could you send me a summary of the program and possibly copies of some of the signs, etc. you presented to us at the meeting. I would like to follow up with Mr. Good within the week. Please let me know if this will be a problem. Thank you for your assistance.

sn

cc: K. Michael Irish

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